

United Way Campaign Coordinator's Guide

Congratulations! You have been named coordinator for the United Way campaign at your place of employment. Your selection is an honor given to you because of your leadership ability and enthusiasm. The campaign coordinator is the key to a successful employee campaign. The results of the campaign will be directly proportionate to your interest, enthusiasm, determination, and ability to handle the many details that are necessary to achieve an over-the-top campaign.

United Way has developed this pamphlet to help you run a successful campaign. It outlines basic campaign planning and procedures in a concise step-by-step manner. These procedures have been proven effective during years of United Way campaigning. In addition, you can receive personal assistance throughout the campaign from United Way of Grundy County staff and volunteers.

The challenge this year is great, in light of economic conditions, but the rewards can also be great! You personally have the chance to help improve our community. The United Way of Grundy County helps make life better for us all in the Grundy County area.

Welcome to the team! Your work matters to the United Way.
Remember, thanks to you, it works...FOR ALL OF US!

GIVE ADVOCATE VOLUNTEER

LIVE UNITED™

Elements of a Strong United Way Campaign

Endorsements

Your United Way campaign will be most successful when management and employees work in partnership. It is a good idea to seek endorsements from the management as well as union leaders if there is a labor group involved in your company. The materials you have been given include a sample CEO letter that can be easily adapted to your particular company and used as a payroll stuffer.

Education

Your coworkers are more likely to give if they understand the impact and value of contributing to the United Way. As part of your workplace campaign, a presentation about the importance of the United Way in our community can serve this purpose.

Call the United Way office to schedule a speaker (usually the executive director) who can speak to your employees for 5-15 minutes. Also, United Way partner agency representatives can speak briefly (but powerfully!) about the specific impact of your giving. We can put together helpful audio-visual materials such as a Power Point presentation. We can speak at regularly scheduled staff meetings or in-service sessions, or we can schedule a special gathering just for United Way. We also have brochures to distribute to employees and around your company (like break rooms).

Payroll Deduction

The key to optimum employee giving lies in payroll deduction. Payroll deduction allows employees to make meaningful contributions without facing a sudden substantial drain of cash. For the company, payroll deduction saves time and money. For the community, payroll deduction spreads giving over a large base, making it easier for more people to give more generously and take an active role in providing vital community services.

Steps to Success

1. Get to know the United Way of Grundy County

- Read all campaign materials
- Contact the United Way of Grundy County at (815) 942-4430 or email to Info@UWGrundy.org

2. Plan for the Campaign

- Recruit co-workers to form a team to promote the United Way campaign. Include representation from labor groups if yours is a union shop.
- With the top management, set a giving goal that is a realistic increase from last year's giving.
- Plan a 15-minute United Way presentation during a regular employee meeting or a special event.
- MAKE IT FUN! Some ideas for keeping your campaign fun are available with the Fun-raising A-Z flyer.

3. Conduct your Campaign in a Single Meeting

- Give each employee a brochure and personalized pledge card
- Include endorsement statements from the top management. Include labor leaders, if appropriate
- Hold an employee meeting or special event (or more for multi-shift operations) to allow the United Way to educate your fellow employees.
- Make sure there is a question and answer period
- Reduce follow-up time by asking employees to complete their pledge cards at the end of the presentation

4. Follow-up

- Contact each employee who was absent from the presentation
- Collect the employee pledge cards
- Complete the Workplace Campaign Report Workbook
- Submit pledge cards and report forms to the United Way of Grundy County



LEADERSHIP CIRCLE

Leaders in Giving

Every community has its leaders: the individuals who generously donate their time, talent, and financial resources to human service organizations, civic groups, education, and the arts. These individuals provide a foundation of strength upon which our community is able to grow, thrive and respond to the needs of its residents.

The purpose of the United Way of Grundy County's *Leaders in Giving* is to recognize and honor those individuals in Grundy County who have displayed extraordinary leadership and kindness in meeting local human service needs through a generous financial gift of \$1,000 or more to the United Way of Grundy County.